

Wine in Thailand

Market Direction | 2022-07-07 | 34 pages | Euromonitor

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Report description:

The majority of wine sales take place in Western and high-end restaurants in Thailand which were first mandated to close, then had to abide by capacity restrictions on indoor dining. Therefore, sales of wine continued to decline in 2021. Moreover, the low number of inbound tourists also had a negative impact on wine consumption in both the off-trade and on-trade channels. This is because demand for wine in Thailand is generally much stronger amongst the country's many foreign tourists than local...

Euromonitor International's Wine in Thailand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Wine market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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WINE IN THAILAND

KEY DATA FINDINGS

2021 DEVELOPMENTS

Continued declines for all wine categories in both the off- and on-trade as government measures to halt the spread of the virus dampen sales

Rising popularity of economy products as consumers seek to make cost savings

Siam Winery maintains its leading position with Mont Clair gaining in value share

PROSPECTS AND OPPORTUNITIES

Bounce back for wine in 2022 as tourism recovers

Industry players respond to changes in consumer group by developing new products and packages

Modern grocery retailers remains the largest channel thanks to its convenience, and price promotions

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